

FDA CTP Consumer Perceptions of Cessation and Harm Messaging (CHarM) Study 1

5.08.23

BLOCK 1



Concept A



Concept B



Concept C



Concept D



Concept E

BLOCK 2

**TOBACCO
PRODUCTS**



**THAT
BURN**

**CAUSE
THE
MOST
HARM**



Get support for your quit journey
at [EveryTryCounts.gov](https://www.everytrycounts.gov)



Concept F



Tobacco products that burn, like cigarettes, cause the most harm.



Learn more at FDA.gov

Concept G